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Hewitt's Mountain-grown Guaranteed Everbearing STRAWBERRY

PLANTS will produce a profitable crop the first year, under average conditions. » Three-fourths acre produced 7,630 boxes during July to November, 1937, from two-year old plants.

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CARL N. HEWITT
Summit, California

5/13/38

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HEWITT'S *Mountain Grown* PLANTS

All our plants are grown on virgin mountain soil, recently cleared of a heavy growth of oak and chaparral that has been depositing leaf mould for generations.

This fertile soil and the overhead sprinkler system of irrigation now used entirely, insures strong, healthy plants that cannot be surpassed for quality anywhere in the United States.

Our ranch and nursery is at an elevation of 3,500 feet, on the north slope of the San Bernardino mountains, where we have plenty of freezing weather and snow. The growing season here for berry plants is about eight months. This is six weeks to two months longer than the average plant growing season and makes our plants exceptionally large, strong, and vigorous, so that our everbearing varieties are ready to start right in fruiting as soon as they get established.

For the past eighteen years we have been growing everbearing strawberries for a special trade and have tried about every variety introduced during this time. We are listing only the varieties that have been successful commercially with us or are especially adapted to home garden use such as Champion, Wayzata and Rockhill.

Since its introduction in 1934 Gem has so far outclassed all other varieties as a profit maker that we are now planting mostly Gem. And judging from the orders received for plants last year and from reports generally Gem is taking the lead everywhere.

EVERBEARERS IN CALIFORNIA

In this climate the strawberry is almost a perfect Everbearing fruit. This is particularly true of the newer varieties of strawberry, aptly and truthfully called Everbearing, in the sense that they set new blossoms and fruit continuously over a period of several months. Throughout most of the United States there are the commonly called Standard or Spring-bearing and Everbearing varieties of strawberries. The Standard or Spring-bearing varieties in most localities fruit only two to four weeks in May and June, twelve to fourteen months after setting in March, April, and May of the preceeding year. Then you wait another 12 months for the next crop.

Although there is less distinction here in California between the Standard and Everbearing varieties than elsewhere, there is a very real and important difference here. It is this: The true Everbearing varieties set in February and March begin fruiting the May and June following, about three months from planting. With the New Gem, 98 per cent of the plants set will bear a crop of berries in three or four months from planting.

At the same time these plants are putting out fruit stems they are also putting out runners. If these runners are allowed or encouraged to root, many of these runner plants will also begin to fruit in about sixty days from the time they take root. In this way you have a continuous and increasing crop into November and December.

The new Gem Everbearing is outstanding in this respect. It is about the only successful Everbearing that produces an abundance of both berries and runner plants at the same time, and whose runner plants produce a wonderful crop of berries the first season.

Before discussing varieties more in detail, we wish to call attention to a common mistake of California gardeners and small growers that leads to disappointment and often failure. That is the practice of buying plants honestly and highly recommended by Eastern or Mid-western growers. Many or perhaps I should say the majority, of these varieties do not succeed in California. Also due to shipping long distances in small quantities and frequent delay for inspection, the plants arrive in such poor condition as to cause heavy loss and low vitality in otherwise good plants.

The Coastal regions and interior valleys with long or hot growing seasons, do not produce as good a quality of plants as a suitable foothill or higher altitude region. The plants are improved by sufficient freezing weather to stop growth and produce a dormant condition.

PLANTING TIME

Some growers here prefer to plant in December and January. Most experienced and successful growers get better results from planting in February and March. Plants that have not made too much spring growth may be set as late as the last of April and still do well. Everbearers set in April will produce a profitable crop the same summer. But you will get a better stand of plants and a larger crop of berries from Everbearing plants set in February or March.

CULTURE OF EVERBEARERS

To maintain continuous heavy production, Everbearers need plenty of fertilizer and irrigation.

It will pay to apply five tons per acre of poultry or fifteen tons or more of barn-yard fertilizer and disc or cultivate well into the soil before planting. If this is not available one-fourth pound of fish meal or blood meal per plant applied after the plants are set, will give excellent results.

Poultry fertilizer may also be applied after the plants are set, and cultivated into the soil.

The blossoms should be picked off all strawberry plants for the first six weeks after they are set. As soon as the everbearing plants are well established they will start putting out strong, vigorous blossom stems. These should be allowed to remain and will produce berries in about one month.

Gem, Lucky Strike, Pride of Montana and Empire all Red will also start putting out runners about the same time. If you want a maximum production of berries the first season, pinch these runners all off and the plants will put all their energy into fruiting stems. If you want your plants to produce a greater total yield including two or three crops the second year allow each of these plants to set from four to six runners and space them six to ten inches apart.

Yields of from two to four boxes per plant the first year have been reliably reported from plants grown with spaced and hill row systems.

One patch, $\frac{3}{4}$ of an acre, 65 per cent Gem, 20 per cent Mastodon, and 15 per cent Lucky Strike produced by actual weight ($\frac{3}{4}$ lbs. per box) at the rate of 10,174 boxes per acre from July to December, 1937. This was in addition to a spring crop in May and June and a fall crop from August to November, 1936, of which we have no record.

Those plants were grown in matted rows and were given no special attention of any kind except plenty of water. Incidentally, these berries sold for an average of 12½ cents a box.

GEM STANDS AT THE TOP

Gem easily stands at the top for all around quality and productiveness under our conditions, so much so that our total planting, this year, includes 10 everbearing and 5 standard varieties, 60 per cent is Gem. If we were limited to only one variety to plant for profit, Gem would be our choice.

Since its introduction in 1934 Gem has rapidly gained in popularity wherever strawberries are grown. It has made good the glowing description of its introduction as the finest everbearer ever produced.

The berries are uniformly large and round, firm enough to ship, a bright red color clear through and ripen evenly all over. There are no small berries, which put Gem in a class by itself as an everbearer. Gem produces, in addition to a full crop of large berries, a good number of other small plants.

For size, color, appearance and productiveness it has every other variety of strawberry outclassed except only Dorsett and Fairfax, and Gem is a true everbearer. Every plant set will bear a wonderful crop of berries beginning

about 60 to 90 days from planting and a large number of the runner plants will also bear the first season.

Gem does not turn dark or discolor with age. It holds its bright red, handsome appearance until it is actually spoiled. In this respect it is equal to or surpasses Klondike.

Gem is somewhat tart, but when sugar is added the flavor is unsurpassed. Do not be disappointed at the small size of your Gem plants. Given good care they make a rapid, vigorous growth, producing large, handsome berries.

LUCKY STRIKE

Luckies produce a good fall crop the first year, and a bumper spring crop the second year where there is enough cold weather for a dormant season. The berries are round, of a bright, glossy, red color and slightly smaller than Gem and Mastodon. Lucky Strike produces a moderate number of runners, and does well in either the hill system, spaced plants, or matted rows. Luckies, although not extra large, are of good size, and like Gem, have very few small berries even in matted rows.

MASTODON

Mastodon is still the most widely grown everbearer. It is the variety that has given general satisfaction in home gardens and also where grown as a money crop. It makes vigorous growth, the berries are quite large in size and of good appearance. One of the reasons why Mastodon does so well generally, is that it makes a rather large, strong plant, which enables it to get the jump on other varieties. As a heavy producer the first season Mastodon will not equal the other varieties listed but will produce a bumper spring crop and a good second and third crop the second year.

CHAMPION

The first really good everbearer. Very fine in quality, very productive, but berries are smaller than Mastodon and some of the newer varieties. We are still growing Champion because of their superior flavor and quality for canning and home garden use. Plant every third or fourth row in the Champions to Lucky Strike, or Gem, it will improve the spring crop and produce fewer small berries. While Champion is a perfect variety, it will do better when pollenized with some other variety.

EMPIRE ALL RED

Empire is similar to Pride of Montana but is a distinct and separate variety. As the name implies, Empire is a very deep red all through. The berry is round and smooth with a high gloss and a small bright green calyx which

makes it very attractive in the box. It is a good producer the first season and bears a good second and third crop the second year. In some sections in California this variety along with Pride of Montana is grown commercially and sells up to 5 cents per box above the price of other varieties as a non-acid berry. Empire produces a fair number of rather small plants and does well in either hills or spaced rows.

WAYZATA AND ROCKHILL

These two excellent new varieties are twin sisters. Both are heavy producers of large size berries of the finest quality, being the best of all the Everbearers. When eaten fresh off the vines, they have a wonderfully sweet, delicious flavor. Wayzata and Rockhill make almost no runners. Instead, the plants form a large crown consisting of several divisions. The scarcity of runners make it necessary to use the divisions for new plants. For this reason these "new" plants or divisions do not have a large, full root system like other varieties. But these large crowns with often only three or four roots, with good care, make a surprisingly rapid and vigorous growth. A yield of four boxes per plant the first year has been reported for Wayzata.

DORSETT (Not Everbearing)

Since Dorsett was first introduced by the U.S.D.A. five years ago, it has been the best money making EARLY berry in many sections. Dorsett has been equally as productive, the berries have been larger, better looking, much better quality, and a better shipping berry than Klondike. For home gardens or commercial plantings, Dorsett is rapidly replacing it. Dorsett is superior in every way. The berry is larger, attractive and light glossy red, with a wonderful flavor all of its own.

Dorsett is a vigorous grower, and must be given plenty of room, the plants spaced or thinned for best results. Set plants 24 to 30 inches in rows three to four feet apart. Space runner plants 6 to 9 inches apart and keep all other runners cut off, and you will get a bumper crop of wonderful berries.

BLAKEMORE (Not Everbearing)

Another introduction of the U. S. Department of Agriculture that succeeds well in the interior valleys of California. Blakemore is a heavy and persistent producer of excellent quality berries for both shipping and canning. It produces over a long season and will bear a good second crop where others fail.

STRAWBERRY GARDENS

Every home should have a strawberry garden. They will pay in many ways—beauty—health—usefulness—pleas-

ure. The bright shiny green of the leaves, the mass of white bloom and the brilliant red berries make a picture as pretty as many flower gardens. A strawberry garden promotes health, not only because the fruit itself is healthful, but because the work of hoeing and picking is done out of doors under healthful surroundings. Many people like the berries best fresh off the vines. They are enjoyed in many ways as fresh fruit as well as canned and preserved for winter use. They not only help out with the diet but they are a real item in reducing the family budget. A strawberry garden brings pleasure by means of the things mentioned above as well as the satisfaction in showing them to and sharing them with your friends. Plant more strawberries for pleasure and profit!

PRICES PREPAID

Gem, Mastodon, Lucky Strike, Champion, Empire all Red, Pride of Montana.

25 plants	- -	\$.75
50 plants	- -	1.25
100 plants	- -	1.75
250 plants	- -	3.50
500 plants	- -	6.00
1000 plants	- -	11.00

Rockhill

25 plants	- -	\$1.25
50 plants	- -	2.25
100 plants	- -	4.00

Wayzata

25 plants	- -	\$1.50
50 plants	- -	2.50
100 plants	- -	4.50

Dorsett, Blakemore

25 plants	- -	\$.60
50 plants	- -	.90
100 plants	- -	1.50
250 plants	- -	3.00
500 plants	- -	5.00
1000 plants	- -	8.00

No. 1 HOME GARDEN COLLECTION

50 Gem	List price	- -	\$3.75
50 Mastodon	Prepaid		
25 Wayzata or Rockhill	125 plants	- -	\$3.00

No. 2

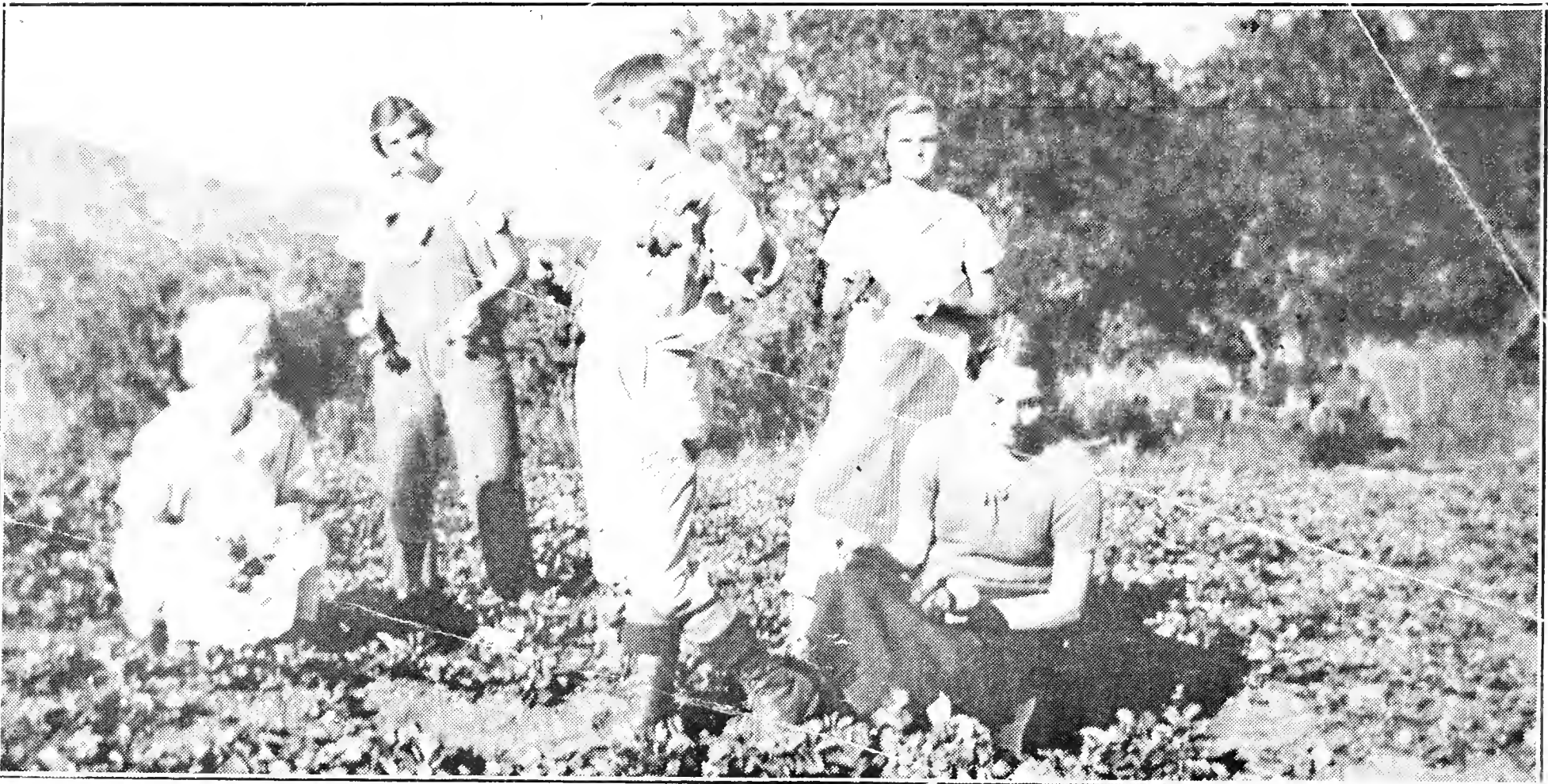
25 Gem	List price	- -	\$3.75
25 Luckies	Prepaid		
25 Empire	100 plants	- -	\$3.00
25 Wayzata			

No. 3

25 Gem	List price	- -	\$2.85
25 Champion	Prepaid		
25 Empire	100 plants	- -	\$2.00
25 Dorsett			

SHIPPING

Our plants are in good condition for shipping from December to April. All plants are freshly dug and packed for each order. This is very important as plants held in storage only a short time lose much of their vitality. All plants are guaranteed to arrive in good condition and to pass inspection.



Gem Everbearers set on April 15.
Photo taken Oct. 18. Single plants had as many
as 15 large berries at one picking.